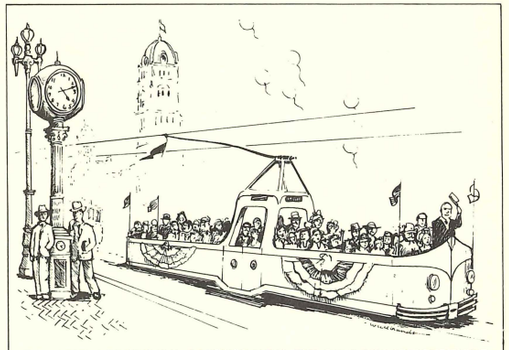
THE SAN FRANCISCAN HOTEL

AN HISTORIC TRADITION

A popular Trolley stopping point since 1911 and the former City Hall of San Francisco, the beautiful San Franciscan Hotel offers superb accommodations and a choice of exciting dining.

Share in the San Francisco experience with a luncheon, dinner, or apres theater stop at Beppino's or Nicollette's.



The **Official 1984 San Francisco Trolley Festival Poster** is available at the San Franciscan Hotel front desk. One of a series of trolley posters by John Wullbrandt/Green Torpedo Graphics. Watch for Contest details, June 1984

Attractions/ Historical Sites

1. Transbay Terminal. Built in 1939 for Bay Bridge trains, now used by buses. Trolley Festival terminal.

2. Ferry Building. Once the busiest transportation hub in America. Today, terminal for ferries to Marin.

3. Coit Tower. Built 50 years ago atop Telegraph Hill as memorial to San Francisco firefighters. Spectacular view from the top; interesting period murals at the base.

4. Fisherman's Wharf Area. San Francisco's most popular visitor attraction.

5. Aquatic Park/National Maritime Museum. Hyde Street cable car turntable. Free maritime museum and historic ship display.

6. Cable Car Barn. Built 1887. Rebuilt 1906, 1984. Electric cable driving machinery, Cable Car Museum.

7. Lotta's Fountain. An 1875 gift to the City from "San Francisco's Sweetheart," Lotta Crabtree. This site was also the terminal of the first Municipal Railway line in 1912.

8. Moscone Center. Site of 1984 Democratic Convention.

9. Powell Street Cable Car turntable. Halladie Plaza. San Francisco Visitor's Center.

10. Site of jewelry store where Dashiell Hammett worked as ad writer while authoring such famous detective novels as *The Maltese Falcon*. This corner, 5th and Market, was terminal of City's only interurban streetcar line, to San Mateo.

11. Old U.S. Mint, built 1874. Now a free public museum, with displays including $1,000,000 in gold.

12. Civic Auditorium. Site of 1920 Democratic Convention.

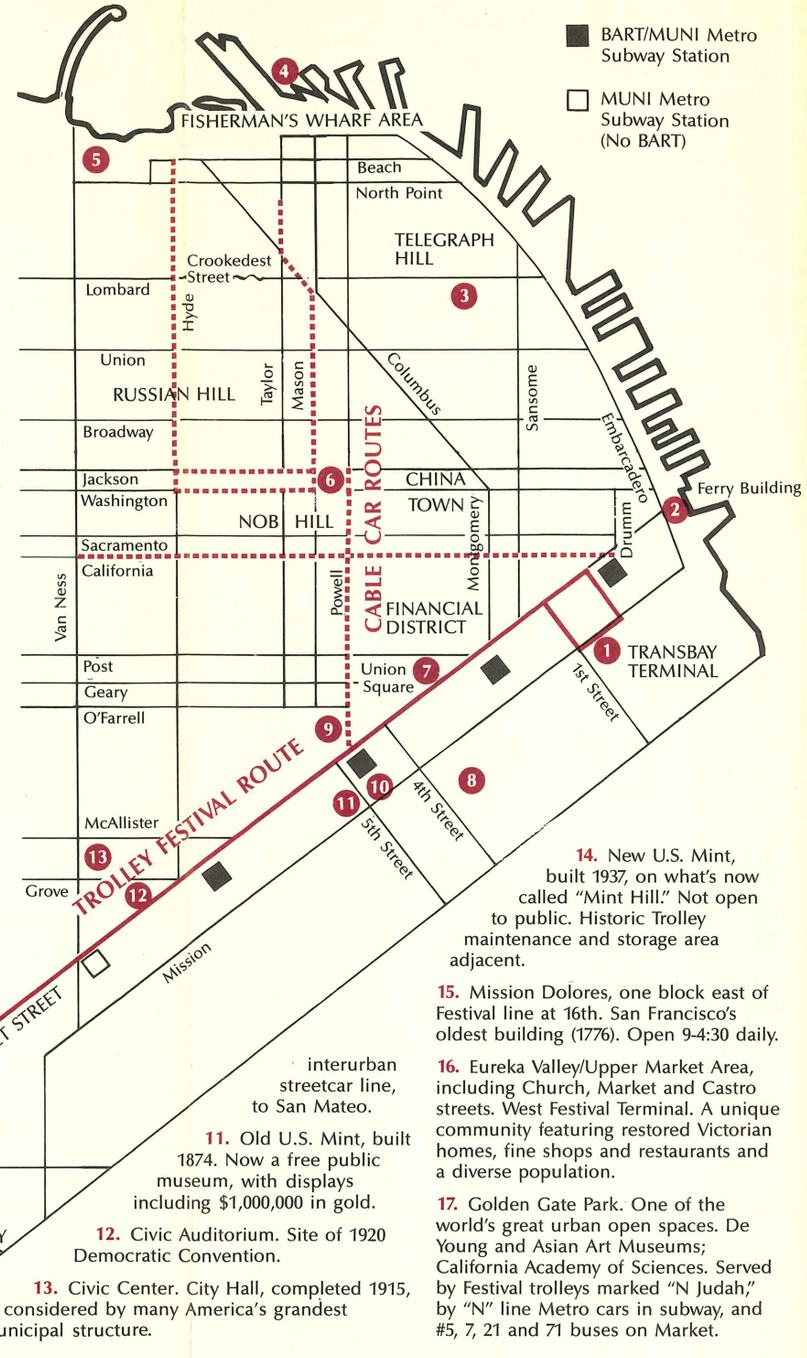
13. Civic Center. City Hall, completed 1915, considered by many America's grandest municipal structure.

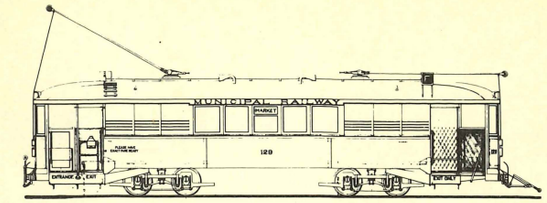
14. New U.S. Mint, built 1937, on what's now called "Mint Hill." Not open to public. Historic Trolley maintenance and storage area adjacent.

15. Mission Dolores, one block east of Festival line at 16th. San Francisco's oldest building (1776). Open 9-4:30 daily.

16. Eureka Valley/Upper Market Area, including Church, Market and Castro streets. West Festival Terminal. A unique community featuring restored Victorian homes, fine shops and restaurants and a diverse population.

17. Golden Gate Park. One of the world's great urban open spaces. De Young and Asian Art Museums; California Academy of Sciences. Served by Festival trolleys marked "N Judah," by "N" line Metro cars in subway, and #5, 7, 21 and 71 buses on Market.





SAN FRANCISCO HISTORIC TROLLEY FESTIVAL

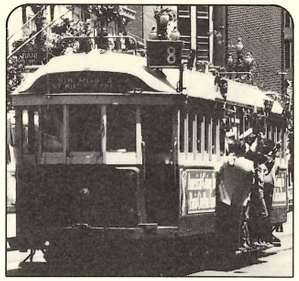
A joint project of
the City and County of San Francisco
the San Francisco Chamber of Commerce
and the Bay Area Electric Railroad Association

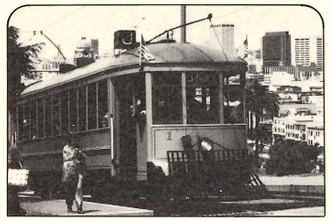
Photo courtesy of the Chronicle

Since 1911, San Francisco's favorite Trolley stop...

The San Franciscan Hotel

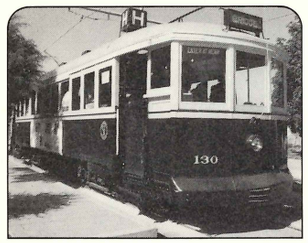
Stories of the Cars



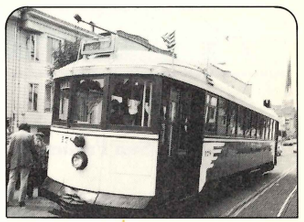


The People's Car. Until 1912, all U.S. streetcar systems were privately owned, often by utility companies who also supplied gas and electricity. That year, Car 1 was built—the first publicly owned streetcar in America, running on the new "Municipal Railway." Since its retirement in 1951, it has been fully restored by Muni.

Portugese Brill. The J. G. Brill Company of Philadelphia was perhaps the most famous trolley builder in the world, whose products rode rails all over the globe. One such Brill car was shipped to Oporto, Portugal, in 1912, serving there 70 years. About the size of a cable car, it features ornate mahogany and oak interior trim.

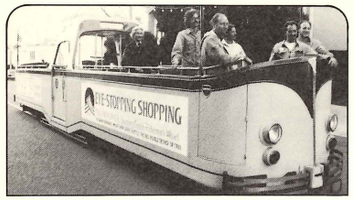


Reclaimed Wrecker. Built in 1914, Muni Car 130 carried passengers in San Francisco for 44 years. Then it served as a "wrecker," towing becalmed streetcars back to the barn. Muni craftspeople restored it especially for the Festival, to the blue and gold livery it wore for the 1939 Treasure Island World's Fair.



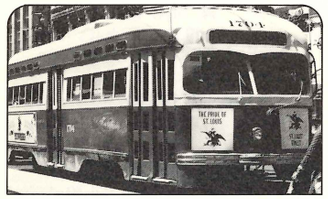
Iron Monster. San Francisco's old streetcars were nicknamed "iron monsters," though they were largely made of wood. While not built like a ship, car 178 *was* built by a local shipyard, Bethlehem, in 1923. Preserved by the Bay Area Electric Railroad Assoc., it wears the paint scheme it had at the time of its retirement in 1957.

Up From Down Under. Melbourne operates one of the largest remaining streetcar systems in the world, and is currently replacing many old cars with modern models. Car 648 was built in 1930, and carried Australians until 1983, when it was purchased for the Festival.

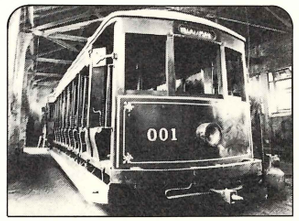


Very British. Built in 1934, this unusual open car ran in the English seaside resort of Blackpool, giving tourists great views on nice days. A twin of this "boat tram" delighted visitors to Philadelphia during the Bicentennial.

Red Baron. Like many in Germany, Hamburg's tramway system was devastated by World War II. Post-war reconstruction saw the design of a new class of tramcar, larger and more spacious than pre-war models. When Hamburg abandoned trams in 1978, this car was acquired by San Francisco entrepreneur Maurice Klebolt, who dubbed it the "Red Baron," and brought it across the Atlantic for a new career.



St. Louis Special. By the 1930s, lots of people thought of trolleys as old-fashioned. The "PCC" car was designed to combat that image with a modern, more automotive look. Car 1704, a 1946 PCC model, was built in St. Louis for St. Louis, then finished its career in San Francisco. Three different types of San Francisco PCCs are also participating in the Festival.



Viva Veracruz. After the first Trolley Festival in 1983, officials of Veracruz, Mexico, offered to loan San Francisco their famous car #001 as a symbol of international friendship. The trolley, rebuilt in 1977 in classic open car style on a vintage undercarriage, was transported to San Francisco courtesy of Southern Pacific.

The Trolley's Time

Before America's love affair with the automobile there was its romance with the trolley.

When the Civil War ended, America was still a nation of country dwellers. Cities were small, and horse-drawn transportation limited expansion.

Then, in 1873, Andrew Halladie invented the cable car to climb hills that horses couldn't. Since it also worked on flat streets, dozens of cities from New York to Melbourne, Australia were soon building cable car lines of their own.

In 1888 came the first practical electric trolley car, built by Frank J. Sprague in Richmond, Virginia. Faster and cheaper than cables everywhere but steep hills, by the turn of the century, the trolley was king of the road.

With 100,000 cars and 45,000 miles of track in the U.S. by 1918, the trolley helped trigger explosive urban and suburban growth, bringing easy mobility to Americans for the first time, usually for a nickel a ride. This personal freedom of movement is taken for granted today, thanks to automobiles and inexpensive bus, train and air travel.

From the 1920s on, the streetcar's role in American life shrank. A few years ago, only seven U.S. cities still ran trolleys. But now, a modest renaissance is under way. San Diego opened a new trolley line in 1981, and Sacramento, San Jose and Portland are among the cities building new streetcar lines today.

San Francisco can stake a claim as electric transit capital of the world. Besides the old trolleys, 5 light rail lines, 17 trolley bus lines, the BART heavy rail system and even the cable that pulls the cable cars is electric-powered. (Electric buses are cheaper to run than diesels, and can climb hills diesels can't.)

The growth of electric transit parallels the steady increase in electricity consumption nationwide. While San Francisco's "juice" comes largely from hydro power in Yosemite, 65 percent of America's electricity is coal or nuclear-generated, a percentage projected to grow as old oil-fired plants are retired.

The Trolley Festival is jointly sponsored by the City and County of San Francisco, the San Francisco Chamber of Commerce, and the Bay Area Electric Railroad Association.

Special thanks to Bechtel, Public Relations Department, for donating project management and publicity services, and to the dedicated operators, maintainers and management of the San Francisco Municipal Railway.

Charter a historic trolley for your group! Day or evening trips. Call 558-2451.

Trolleys run every fifteen minutes between the Transbay Terminal and 17th and Castro Streets DAILY *except* Tuesdays and Wednesdays 10:30 a.m.-6:30 p.m. Additional cars operate from the Transbay Terminal via N-Judah line to 30th Avenue near Golden Gate Park.

THE SAN FRANCISCAN HOTEL

CELEBRATES THE TROLLEY FESTIVAL

While enjoying your Trolley Car ride, stop off at the historic San Franciscan Hotel and refresh yourself with a free cup of hot coffee or a chilled glass of lemonade, and your choice of a fresh petit four or a California strawberry dipped in either white or dark chocolate at Nicollette's, located just off our lobby. Simply present this Certificate for your free beverage and treat.

Be sure to visit the display of trolley memorabilia located in the lobby, and take part in an exciting Trolley Festival Contest.

The Official Commemorative 1984 San Francisco Historic Trolley Festival Poster is available for purchase at the Front Desk.

1231 Market Street at Civic Center
San Francisco, California 94103